



City of Portland, Oregon
Bureau of Development Services
Land Use Services

1900 SW 4th Avenue, Suite 5000
Portland, Oregon 97201
503-823-7300
Fax 503-823-5630
TTY 503-823-6868
www.portlandonline.com/bds

Date: April 14, 2011
To: Interested Person
From: Chris Caruso, Land Use Services
503-823-5747 / Christine.Caruso@portlandoregon.gov

NOTICE OF A TYPE II DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD

The Bureau of Development Services has approved a proposal in your neighborhood. The reasons for the decision are included in this notice. If you disagree with the decision, you can appeal it and request a public hearing. Information on how to appeal this decision is listed at the end of this notice.

CASE FILE NUMBER: LU 11-113753 HDZ
PACKOUZ JEWELERS MARQUEE SIGN

GENERAL INFORMATION

Applicant: Todd Mros
Ramsay Signs, Inc.
9160 SE 74th Ave
Portland, OR 97206

Tenant: Rick Mahler
Packouz Jewelers
522 SW Broadway
Portland, OR 97205

Owner: Electric Building, LLC
621 SW Alder St., #605
Portland, OR 97205

Site Address: 621 SW ALDER ST

Legal Description: LOT 5&6 BLOCK 177 HISTORIC PROPERTY 15 YR 1996 POTENTIAL ADDITIONAL TAX, PORTLAND

Tax Account No.: R667718180
State ID No.: 1N1E34CC 07000
Quarter Section: 3029
Neighborhood: Portland Downtown, contact Jennifer Geske at 503-750-9843.
Business District: None
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.
Plan District: Central City - Downtown
Other Designations: Historic Landmark
Zoning: CXd, Central Commercial with design and historic resources overlays
Case Type: HDZ, Historic Design Review
Procedure: Type II, an administrative decision with appeal to the Landmarks Commission.

Proposal:

The applicant seeks historic design review approval for alterations to the Electric Building (aka PRLP Building), a registered historic landmark located in the Downtown subdistrict of the Central City Plan District. The alterations include a new uplit marquee sign above the Packouz Jewelers retail tenant entry on the SW Broadway façade. The sign includes the following elements:

- One 8 foot wide x 4 foot deep curved and arched aluminum square tube marquee frame with decorative metal valance, mounted within the arched retail entry area;
- One 12' long x 8 ½" tall x 7 ½" deep curved brushed aluminum light box behind a ¼" thick aluminum scrollwork valance;
- 11'-7" long x 12" tall x 1/4" thick individual aluminum letters for sign area of 11.6 SF, mounted to the top of the decorative metal valance and uplit by the lightbox below;
- One 3'-3" wide x 6 ½" tall x 1/4" thick non-illuminated aluminum plaque for sign area of 1.8 SF, with attached 1/4" thick cut out aluminum letters; and
- Two 1" x 2" vertical aluminum-skinned metal tube supports with aluminum base mounting plates, one at each side of the entry bay opening, fit to the adjacent wall contours and the arched top.

Alterations to historic landmark buildings require historic design review.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The relevant criteria are:

- 33.846 Historic Reviews
- 33.846.060.G
- Central City Fundamental Design Guidelines

ANALYSIS

Site and Vicinity: The site is the Electric Building, a nine-story structure with reinforced concrete framing clad in brick and a sheet metal cornice and decoration, executed in the 19th- and 20th-century American Movement "Commercial Style." The building occupies a 100' x 100' site at the southeast corner of SW Broadway and Alder Street. Completed in 1910, the building was constructed for the Portland Railway, Light & Power Company for offices and its downtown power-generating station. The station provided direct electrical current for downtown buildings and for the streetcars operated by the company. The building is most significant under National Register Criterion "C" as a work by prominent Portland architects Edgar M. Lazarus and Carl L. Linde. The building is also significant under Criterion "A" for its association with the Portland Railway, Light & Power Company.

In June 1941, the power station was removed and the space it had occupied was remodeled into basement, street-level, and second-floor retail space. The rusticated terra cotta and the arches were replaced with rectangular window openings, and a new front of ceramic veneer was installed. Major alteration of the first three floors was executed in the 1940's by the Portland architecture firm of A.E. Doyle & Associates. Numerous minor changes to the storefronts have since been made.

In regard to the building's modern-day context, the surrounding area comprises the retail core of downtown Portland. The Electric Building is located on SW Broadway, which contains many of downtown Portland's prominent hotels, theaters, restaurants, historic buildings, as well as jewelry, clothing, and other retail shops. Macy's Department Store at Meier & Frank Square is located about 200 feet southeast of the Electric Building, and the downtown Nordstrom department store is located about 300 feet to the southwest. The building is located in the Downtown Pedestrian District and the Broadway Bright Lights District.

Zoning: The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect

Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The “d” overlay promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review.

The Historic Resource Protection overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and protects certain historic resources in the region and preserves significant parts of the region’s heritage. The regulations implement Portland’s Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region’s citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city’s economic health, and helps to preserve and enhance the value of historic properties.

The Central City Plan District implements the Central City Plan and other plans applicable to the Central City area. These other plans include the Downtown Plan, the River District Plan, the University District Plan, and the Central City Transportation management Plan. The Central City plan district implements portions of these plans by adding code provisions which address special circumstances existing in the Central City area. The site is within the Downtown Subdistrict of this plan district.

Land Use History: City records indicate that prior land use reviews include the following:
HL 47-88, historic landmark designation for the Electric Building
LUR 92-009362 HL, approval for storefront renovation for Packouz Jewelers

Agency Review: A “Notice of Proposal in Your Neighborhood” was mailed March 18, 2011. The following Bureaus have responded with no issues or concerns:

- Site Development Section of BDS
- Bureau of Environmental Services
- Bureau of Parks-Forestry Division
- Fire Bureau
- Life Safety Review Section of BDS (Exhibit E-1)
- Water Bureau (Exhibit E-2)

The Bureau of Transportation Engineering had the following comment: *“Transportation has no objection to the proposed marquee/awning signage and lighting. A plan view with dimensions was not provided, however the proposal does not appear to exceed city or IBC encroachment standards. City and IBC encroachment standards are applicable and must be met.”*

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on March 18, 2011. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

ZONING CODE APPROVAL CRITERIA

Chapter 33.846, Historic Reviews

Purpose of Historic Design Review

Historic Design Review ensures the conservation and enhancement of the special characteristics of historic resources.

Historic Design Review Approval Criteria

Requests for historic design review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

Findings: The site is a designated Historic/Conservation Landmark. Therefore the proposal requires historic design review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. In addition, because the site is located within the Central City, the relevant approval criteria are the Central City Fundamental Design Guidelines.

G. Other Approval Criteria:

1. Historic character.

The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.

4. Historic features.

Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the old in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.

5. Historic materials.

Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.

Findings for 1, 4 & 5: The proposed marquee frame and sign will be located at an existing previously remodeled retail entry bay. The upper portion of the building, which remains largely intact, provides the “historic character” of the property. Neither the historic character nor any historic features will be affected by the proposed sign and marquee frame. No chemical or physical treatments will be used in its installation. *Therefore, these criteria are met.*

2. Record of its time.

The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.

7. Differentiate new from old.

New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.

Findings for 2 & 7: The new marquee frame and sign will not destroy historic materials that characterize the property, and will not create a false sense of historic development as no historic features are affected and the frame, sign and lighting is constructed out of modern materials. The location of the frame and sign at the ground floor, which has undergone a variety of storefront renovations since the ground and second floors were substantially remodeled in 1941, provides indication that it is a modern addition to the building. The building will remain a physical record of its time, place, and use. *Therefore, these criteria are met.*

3. Historic changes.

Most properties change over time. Those changes that have acquired historic significance will be preserved.

Findings: The ground and second floors of the building were altered beyond recognition in 1941. The building's original terra cotta base and arched openings were removed and replaced with rectangular windows and a ceramic veneer. This alteration is not considered to have historic significance and the new marquee frame and sign will be located within this non-historic area. *Therefore, this criterion is met.*

6. Archaeological resources.

Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken.

Findings: The proposed marquee frame and sign does not affect any significant archaeological resources. *Therefore, this criterion is met.*

8. Architectural compatibility.

New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.

10. Hierarchy of compatibility.

Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

Findings for 8 & 10: The marquee frame and sign will be compatible with the building's massing, size, scale, and architectural features by being located within the previously altered retail frontage, fitting within one of the retail bays, and mimicking the arched awnings and storefront bay entry shapes. The frame is open and light and does not detract from the original architectural features on the upper stories.

The marquee frame and sign will also be compatible with adjacent properties as the surrounding buildings have similar features and signage treatments. The Morgan's Alley building across Broadway also features a decorative metal grille. The marquee frame and sign is not obtrusive in its design or illumination, which also makes it compatible with adjacent properties. *Therefore, these criteria are met.*

9. Preserve the form and integrity of historic resources.

New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired.

Findings: The ground floor of the building, which is where the sign will be located, underwent major alterations in 1941, destroying the original rusticated terra cotta and arched openings. The upper portion of the building, which remains largely intact, provides the "essential form and integrity" of the Electric Building. If the new sign were removed in the future, this form and integrity would remain unimpaired. *Therefore, this criterion is met.*

Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.

- A4. Use Unifying Elements.** Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.
- A5. Enhance, Embellish, and Identify Areas.** Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.
- C4. Complement the Context of Existing Buildings.** Complement the context of existing buildings by using and adding to the local design vocabulary.

Findings for A4, A5 & C4: Downtown Portland's sense of place includes a visually appealing pedestrian environment, high-quality architecture, and historic buildings. The maintenance of these defining characteristics rests on many factors, one of which is the appropriate design and placement of awnings, canopies, and signs.

The proposal calls for a new decorative metal marquee frame holding signs and internal illumination for Packouz Jewelry, a retail tenant located in the northernmost space on the SW Broadway façade. The frame also acts as an entry marker and awning projecting over the sidewalk. It will be centered directly above the entry doors and will mimic the arched awnings already present at the other Packouz Jewelry storefront bays. The design, materials, and location of the proposed frame are consistent with the design and location of similar ground-floor retail entry canopies, awnings, and signs on surrounding buildings and allow the frame and signs to integrate with the context of the surrounding built environment. *Therefore, these guidelines are met.*

- A6. Reuse/Rehabilitate/Restore Buildings.** Where practical, reuse, rehabilitate, and restore buildings and/or building elements.
- A8. Contribute to a Vibrant Streetscape.** Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

Findings for A6 & C8: The proposed marquee frame and sign creates a new dynamic entry piece for an existing retail tenant. The building remains in use and the streetscape is activated by views into the retail space. The new marquee frame and decorative valance as well as the articulated signage indicates to passersby the nature of the activity occurring inside the retail space, thus strengthening the visual

connection between the interior of the building and the adjacent sidewalk of SW Broadway. Together with the existing glazed storefront system and awnings - the new frame, lighting, and signage contributes to a vibrant streetscape by creating a visually dynamic and interesting pedestrian realm. *Therefore, these guidelines are met.*

- B1. Reinforce and Enhance the Pedestrian System.** Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.
- B2. Protect the Pedestrian.** Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.
- B6. Develop Weather Protection.** Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.

Findings for B1, B2 & B6: The proposed marquee frame and sign fits within an existing retail bay and does not obstruct the existing pedestrian travel zone. All access routes and public rights-of-way will be maintained. No vehicular movement areas are proposed and the integrated lighting within the decorative frame valance will provide additional sidewalk-oriented nighttime illumination. The new marquee frame is located above an existing recessed entry that provides weather protection for pedestrians. *Therefore, these guidelines are met.*

- C2. Promote Quality and Permanence in Development.** Use design principles and building materials that promote quality and permanence.
- C3. Respect Architectural Integrity.** Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.
- C5. Design for Coherency.** Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

Findings for C2, C3 & C5: The marquee frame and signage respects the original character of the Electric Building by being held to the ground level and not detracting from the remaining historic fabric on the upper floors. The frame and signage will be relatively small; located in a logical place, centered above the existing retail entry, in the same area on the façade where other arched awnings are located; and its illumination will not be obtrusive or distracting.

The proposed decorative marquee frame, illuminated valance, aluminum support posts, individual cutout letters, and hanging blade sign are all made of durable materials which promote a sense of permanence. The new sign is compatible with the existing arched openings and awnings located along the entire length of the Packouz Jewelry frontage. Its shape and projection over the sidewalk match those of the existing awnings, creating a cohesive composition along this portion of SW Broadway. *Therefore, these guidelines are met.*

- C8. Differentiate the Sidewalk Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

Findings: The existing building has strong sidewalk-level differentiation. Due to substantial renovations over the past 70 years, the first and second floors are easily distinguished from the middle and top. The proposed marquee frame and signage will maintain and add to this strong sidewalk-level differentiation by introducing decorative metalwork on a projecting arched element that clearly marks a main retail entry. The result is strong demarcation of the Electric Building’s sidewalk level. *Therefore, this guideline is met.*

- C10. Integrate Encroachments.** Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.
- C12. Integrate Exterior Lighting.** Integrate exterior lighting and its staging or structural components with the building’s overall design concept. Use exterior lighting to highlight the building’s architecture, being sensitive to its impacts on the skyline at night.
- C13. Integrate Signs.** Integrate signs and their associated structural components with the building’s overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.
- D3. Broadway Unique Sign District.** Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.

Findings for C10, C12, C13 & D3: The proposed marquee frame and signage projects above the sidewalk at a height that will allow pedestrians to walk underneath it unimpeded. Lighting is integrated into the decorative frame valance and highlights the new signage and frame as well as the existing entry. This lighting is minimal in amount and does not spill onto significant historic features. Top and bottom signage is small in size, fits within an existing retail entry bay, and does not impact the skyline due to its location at the ground level. The proposed frame and signage contribute to the Broadway Unique Sign District by being a recognizable, unique design with integrated vertical support posts that do not interfere with or conceal significant historic features. *Therefore, these guidelines are met.*

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

CONCLUSIONS

The purpose of the Historic Design Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. The marquee frame and signage fits with the design of this portion of the Electric Building, is of quality materials, and adds to the visual interest along the sidewalk. This proposal meets the applicable Historic Design Review guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Historic Design Review approval for alterations to the Electric Building (aka PRLP Building), a registered historic landmark located in the Downtown subdistrict of the Central City Plan

District. The alterations include a new uplit marquee sign above the Packouz Jewelers retail tenant entry on the SW Broadway façade which includes the following:

- One 8 foot wide x 4 foot deep curved and arched aluminum square tube marquee frame with decorative metal valance, mounted within the arched retail entry area;
- One 12' long x 8 ½" tall x 7 ½" deep curved brushed aluminum light box behind a ¼" thick aluminum scrollwork valance;
- 11'-7" long x 12" tall x 1/4" thick individual aluminum letters for sign area of 11.6 SF, mounted to the top of the decorative metal valance and uplit by the lightbox below;
- One 3'-3" wide x 6 ½" tall x 1/4" thick non-illuminated aluminum plaque for sign area of 1.8 SF, with attached 1/4" thick cut out aluminum letters; and
- Two 1" x 2" vertical aluminum-skinned metal tube supports with aluminum base mounting plates, one at each side of the entry bay opening, fit to the adjacent wall contours and the arched top, painted to match adjacent wall color.

Approved per the approved site plans, Exhibits C-1 through C-9 signed and dated April 11, 2011, subject to the following conditions:

- A. As part of the building permit application submittal, each of the 4 required site plans and any additional drawings must reflect the information and design approved by this land use review as indicated in Exhibits C.1-C.9. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 11-113753 HDZ. No field changes allowed."

Staff Planner: Chris Caruso

Decision rendered by:  **on (April 11, 2011.)**

By authority of the Director of the Bureau of Development Services

Decision mailed: April 14, 2011

About this Decision. This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

Procedural Information. The application for this land use review was submitted on February 16, 2011, and was determined to be complete on **March 15, 2011**.

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on February 16, 2011.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period. Unless further extended by the applicant, **the 120 days will expire on: July 14, 2011.**

Some of the information contained in this report was provided by the applicant.

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

Conditions of Approval. If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

Appealing this decision. This decision may be appealed to the Landmarks Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on April 28, 2011** at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor of the Development Services Center until 3 p.m. After 3 p.m. and Mondays, appeals must be submitted to the receptionist at the front desk on the fifth floor. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant prevails. There is no fee for ONI recognized organizations appealing a land use decision for property within the organization’s boundaries. The vote to appeal must be in accordance with the organization’s bylaws. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Please see the appeal form for additional information.

The file and all evidence on this case are available for your review by appointment only. Please call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at www.portlandonline.com.

Attending the hearing. If this decision is appealed, a hearing will be scheduled, and you will be notified of the date and time of the hearing. The decision of the Landmarks Commission is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 550 Capitol St. NE, Suite 235, Salem, Oregon 97301, or phone 1-503-373-1265 for further information.

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to the Land Use Board of Appeals (LUBA) on that issue. Also, if you do not raise an issue with enough specificity to give the Landmarks Commission an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

Recording the final decision.

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed,* The final decision may be recorded on or after **April 29, 2011 – (the day following the last day to appeal).**
- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to:

Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.

- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

Expiration of this approval. An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

Applying for your permits. A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

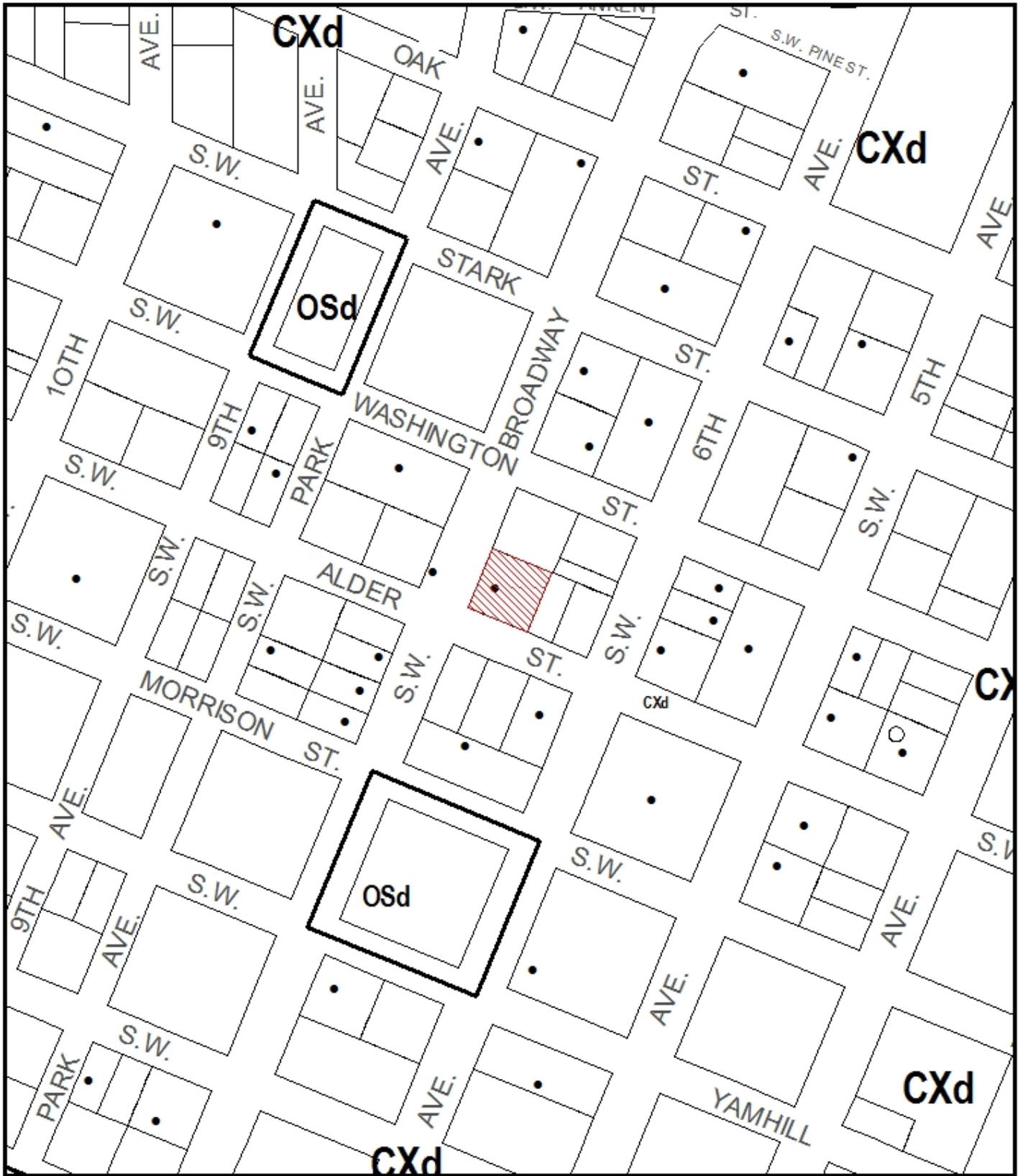
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Building Elevation (attached)
 3. Marquee Sign Elevation
 4. Support Details
 5. Section
 6. Night Lighting
 7. Photo Montage
 8. Structural Framing
 9. Recess Section
- D. Notification information:
 1. Mailing list
 2. Mailed notice
- E. Agency Responses:
 1. Water Bureau
 2. Life Safety Review Section of BDS
- F. Correspondence: none received
- G. Other:
 1. Original LU Application
 2. Site History Research
 3. Incomplete Letter

The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).



ZONING



Site



Historic Landmark



NORTH

This site lies within the:
CENTRAL CITY PLAN DISTRICT

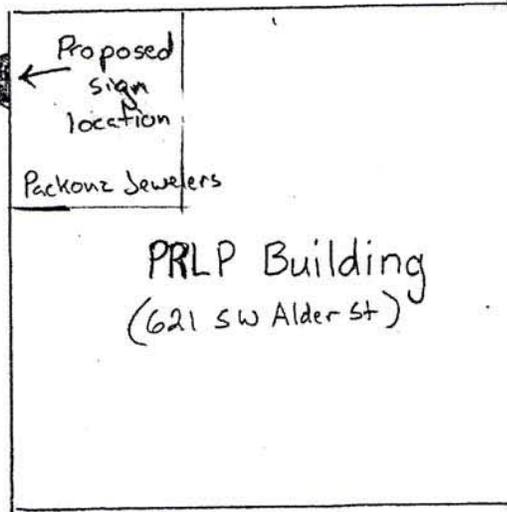
File No.	<u>LU 11-113753 HDZ</u>
1/4 Section	<u>3029</u>
Scale	<u>1 inch = 200 feet</u>
State_Id	<u>1N1E34CC 7000</u>
Exhibit	<u>B (Feb 24,2011)</u>

Site Plan for:

Packouz Sewelers
522 SW Broadway



S.W. Broadway



S.W. Alder St.

Proposed: Packouz Seweler sign
located at: 522 SW Broadway
Portland, Or 97205

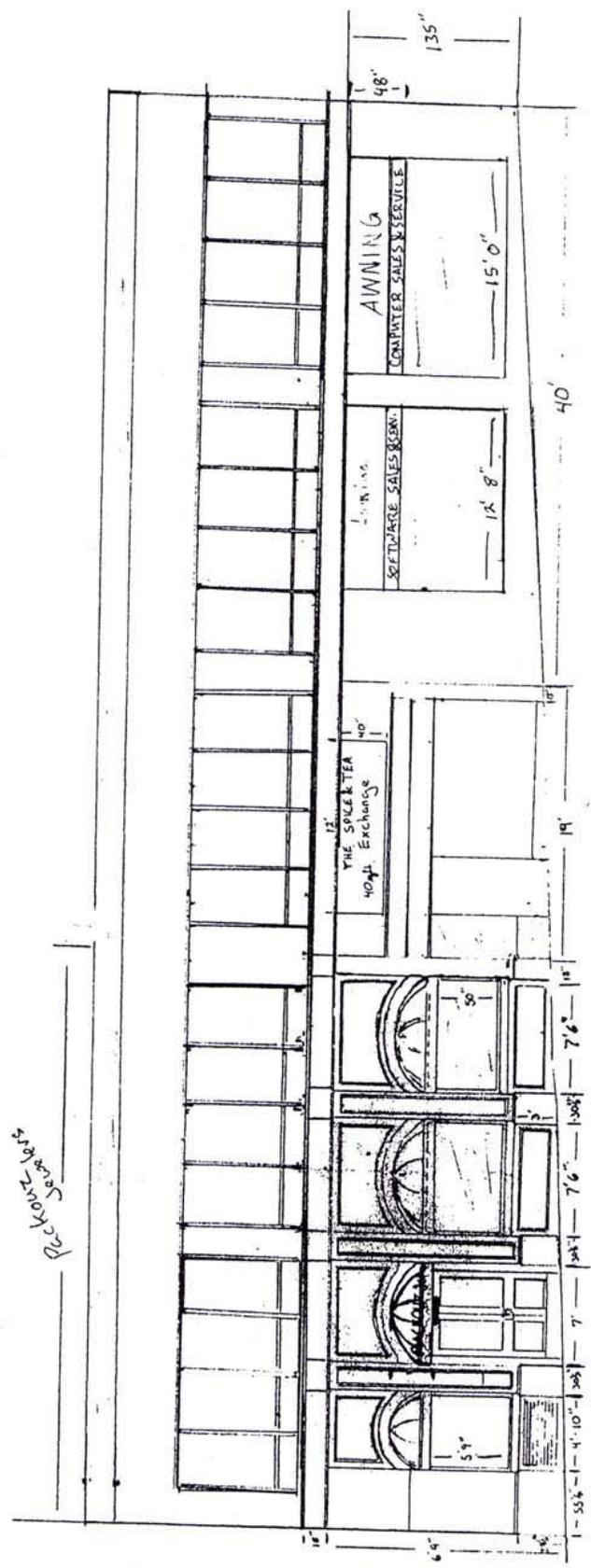
PRLP Building aka Electric Building
621 SW Alder St.

City of Portland
Planner C. [Signature]
This approval is subject to all
conditions of application and any requirements that may apply.
4/11/11

LW 11-113753 HD 2

EXH. C-1

Scale
1/8" = 1'



Approved
 City of Portland - Bureau of Development Services
 Planner C. C. [Signature] Date 4/11/11
 * This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.

